

## ORDER



**KSNV**

<b>Orders</b>	<b>Order / Rev:</b>	<b>104412</b>
	Alt Order #:	06832077
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	09/05/12 - 09/11/12
	Original Date / Rev:	08/21/12 / 08/21/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Strategic Media Services, Inc.</b>
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/11/12	81	\$43,625.00	\$37,081.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$43,625.00	\$37,081.25	0.00
<b>Totals</b>	<b>81</b>	<b>\$43,625.00</b>	<b>\$37,081.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150,431.03

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.00	2	0.00	NM	3	\$555.00
<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>--WTF--</div> <div>3</div> <div>\$185.00</div> <div>0.00</div> </div>															

Order / Rev: 104412  
 Alt Order #: 06832077  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.00	2	0.00	NM	3	\$555.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--					3	\$185.00		0.00			
2	KSNV	09/10/12	09/11/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$185.00	2	0.00	NM	2	\$370.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	MT-----					2	\$185.00		0.00			
3	KSNV	09/10/12	09/11/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	MT-----					2	\$450.00		0.00			
4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--					3	\$450.00		0.00			
5	KSNV	09/05/12	09/07/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
	TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--					3	\$550.00		0.00			
6	KSNV	09/10/12	09/11/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
	TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	MT-----					2	\$550.00		0.00			
7	KSNV	09/11/12	09/11/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-T-----	:30	1	\$200.00	2	0.00	NM	1	\$200.00
	TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-T-----					1	\$200.00		0.00			
8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.00	2	0.00	NM	2	\$400.00
	TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W-F--					2	\$200.00		0.00			
9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
	TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--					3	\$200.00		0.00			
10	KSNV	09/10/12	09/11/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
	TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	MT-----					2	\$200.00		0.00			
11	KSNV	09/10/12	09/11/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	MT-----					2	\$275.00		0.00			
12	KSNV	09/05/12	09/07/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--					3	\$275.00		0.00			
13	KSNV	09/05/12	09/07/12		CM	3-4p	--WTF--	:30	3	\$300.00	2	0.00	NM	3	\$900.00

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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--					3	\$300.00		0.00			
14	KSNV	09/10/12	09/11/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$300.00		0.00			
15	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
				4PM NEWS (1 hour)											
				(4:00 PM-4:30 PM)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$350.00		0.00			
16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-- WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
				4PM NEWS (1 hour)											
				(4:00 PM-4:30 PM)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--					3	\$350.00		0.00			
17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--- TF--	:30	3	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)											
				(4:30 PM-5:00 PM)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--- TF--					2	\$450.00		0.00			
18	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)											
				(4:30 PM-5:00 PM)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$450.00		0.00			
19	KSNV	09/10/12	09/11/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					4	\$725.00		0.00			
20	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p	--- TF--	:30	6	\$725.00	2	0.00	NM	4	\$2,900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--- TF--					4	\$725.00		0.00			
21	KSNV	09/10/12	09/11/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$725.00		0.00			
22	KSNV	09/05/12	09/07/12	M-F Jeopardy	CM	630-7pm	--- TF--	:30	3	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--- TF--					2	\$725.00		0.00			
23	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm	--- TF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--- TF--					2	\$725.00		0.00			
24	KSNV	09/10/12	09/11/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----					2	\$725.00		0.00			
25	KSNV	09/10/12	09/11/12		CM	730-758pm	MT-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00



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 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N37	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm (8:30 PM-9:30 PM)	-----S	:30	1	\$900.00	2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$900.00		0.00			
N38	KSNV	09/05/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--		3				\$200.00		0.00			
N39	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$200.00		0.00			
N40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$350.00		0.00			
													Totals	81	\$43,625.00